

Montana Department of Transportation
Earned Media Native American Occupant Protection: Activity Report
July 21, 2006

Project Description: The contracted media company has continued the coordination and supervision of traffic safety promotion on four American Indian reservations in Montana. Activities May through July of 2006 included: training; survey development; writing and distribution of news releases; creative development; media placement; production and distribution of promotion items; coordination with community agencies and organization; and facilitation of displays for public events.

Target Audience:

Primary Demographic: Native American men age 18-34
Secondary Demographics: Young Native American women; High school students & youth

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation (2004-2006)
- Fort Belknap Reservation (2005-2006)
- Fort Peck Reservation (2005-2006)
- Rocky Boy's Reservation (2006)

Objectives:

Goal: Reduce traffic deaths and injuries on these Reservations

- 1) Increase seat belt use
- 2) Increase awareness of the value of seat belts

Basic Strategies

A. Traffic Safety Communications Intern

- Structure and fund a part-time stipend for a resident of the Reservation
- Partner with local tribal college to select and oversee the recipient of the stipend
- Encourage creative and innovative methods of communications

B. Coordinate with other agencies and organizations

- Indian Health Service, law enforcement, schools, clubs
- Highlight the burden of vehicle crash injuries on health care budgets

C. Presence at events such as powwows, festivals and health fairs

D. Utilize paid and unpaid media, where available

Time Frame

- Soliciting applicants, hiring and training: January through March
- Seat belt message development: April and May
- Seat belt Campaign: June (Father's Day)
- Message development: July through August
- Campaign: August through September (Labor Day)
- Activities and events: May through August (or early September)
 - Prom, Graduation
 - Powwows

Community events and fairs
Parades
Rodeos

Introduction of Traffic Safety Program Name

In late May of 2006, the SOAR program—Safe On All Roads—was introduced on the four reservations. Branding activities began with news releases that were published in each market. A SOAR logo was created by the contracted media company, and it was utilized on all materials, such as banners, newspaper ads, posters and fliers. The SOAR logo was provided to the interns for their use on all materials. The paid interns, in their capacity as program coordinators on their respective reservations, also received electronic files of the SOAR letterhead for their use in all correspondence.



The selection of the program name and the subsequent logo design was approved by all of the local coordinators and their advisors. T-shirts with the logo were produced and distributed to the interns for them to wear at events. Volunteers assisting the interns also received t-shirts. A silicon bracelet with the words “SAFE ON ALL ROADS” is being distributed at the powwows, along with imprinted pens that are being used in the traffic surveys.

Message Strategy

Our development of a family-based message slogan in 2005 showed excellent retention and resonance among our target audience as tested in a post-campaign focus group on the Blackfeet Reservation. The message was refined for 2006, with the planning aimed at a June Father’s Day campaign. All four of the groups of interns and advisors on the targeted reservations concurred in an effort that hit on respect and family.



Our media and community relations materials to date have these central points:

- 1) *Be Safe On All Roads—your path is important to all*
- 2) *Buckle Up Because You Love Me*
- 3) *Respect your Family, Respect Your Life, Buckle Up*

We created and distributed dreamcatchers to family members, asking them to give them to a loved one with the admonition to buckle up, and keep the dreamcatcher in their vehicle.

Our Native American Traffic Safety program also coordinated its publicity with the national Click It or Ticket It mobilization. In addition, McDonald’s coupons rewarding seat belt use were distributed to our Indian law enforcement partners on the Fort Peck and Rocky Boy’s reservations.

Since the low usage rate for seat belts contributes significantly to the serious injuries and deaths from alcohol-related crashes on reservations in Montana, we have found the two issues (seat belt use and impaired driving) somewhat inseparable for these particular populations. This is the basis for the

rationale behind our program name, and the mention of both points in many of our advertising materials.

Seat Belt Education: New Materials

Our interns and law enforcement partners in these communities are looking for seat belt education that is appropriate and specific for their populations. For instance, the Fort Peck Law and Justice Department of the Sioux and Assiniboine tribes has asked for materials that they can utilize as mandatory sentencing for offenders. We've proposed to begin building these materials, starting with the videotaping of child safety seat certification classes. An outline for the potential content of a comprehensive seat belt education video for Montana's Indian tribes is in progress.

During discussions in April and May of 2006, we also explored the need for education materials that tie proper safety restraint to the traditions of the formerly nomadic Northern Plains tribes. At an assessment in May, the need for such a brochure was identified by Safe Kids, Safe Communities, the Montana Department of Transportation SHTSO training coordinator, and the Governor's appointed coordinator for Indian tribes in Montana. Our program undertook the task to create such a brochure, which is now in a second draft. A polished draft will be tested in late August.

Traffic Safety Survey

In early June, the traffic safety interns on each reservation were given a written questionnaire based upon a survey form created by the Fort Peck Community College interns in conjunction with this MDT project in 2005. Responses about attitudes regarding alcohol-related driving and enforcement are being collected at powwows and college campuses, as well as other locations in the law community. A prize drawing incentive is being used to encourage the participation of young adults.

Powwows and Other Events

In the relatively small communities of our targeted reservations, local events are an ideal opportunity to engage our audiences on the topic of seat belt use. Our interns are working to give the people of their communities a focus on this issue and the information that will help them educate their families and loved ones.

Our working list of events follows, though it may not be complete. Our interns also add other opportunities as they arise, such as Wild West Days in Wolf Point, the "Hottest Chili Contest" in Wolf Point, a child safety seat clinic at the Stone Child College, and others.

DATES	CELEBRATION/GATHERING	LOCATION	RESERVATION
NOV 9-10, 2005	Veterans' Powwow	Fort Belknap	Fort Belknap
JAN 12-13, 2006	Career Fair	Fort Belknap	Fort Belknap
FEB 10-12	Mid-winter Fair	Fort Belknap	Fort Belknap
APRIL 7	College Powwow	Fort Belknap	Fort Belknap
MAY 6	Graduation Powwow	Wolf Point	Fort Peck
MAY 13	College Powwow	Browning	Blackfeet
MAY 26-27	Molly and George Kicking Woman Memorial Powwow	Browning	Blackfeet
JUNE 13	Health Fair	Rocky Boy's	Rocky Boy's
JUNE 14-18	Traditional Games	Fort Belknap	Fort Belknap
JUNE 16-18	Red Bottom	Frazer	Fort Peck
JUNE 23-25	Badlands	Brockton	Fort Peck
JUNE 30-JULY 4	4th of July Powwow	Lame Deer	Northern Cheyenne

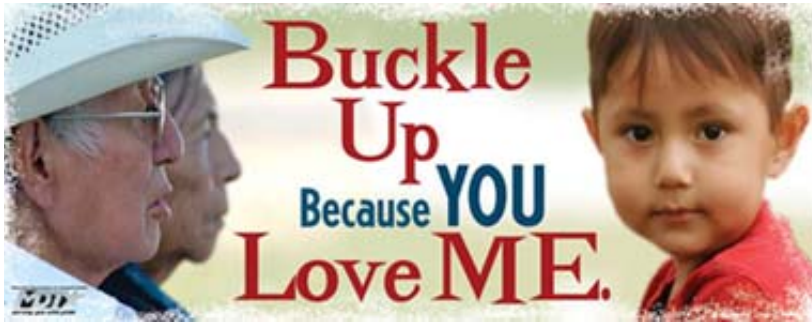
JULY 6-9	North American Indian Days	Browning	Blackfeet
JULY 21-23	Wahcinca Dakota Oyate	Poplar	Fort Peck
JULY 28-30	Milk River Indian Days	Fort Belknap	Fort Belknap
AUGUST 4-6	Rocky Boy's Annual Powwow	Box Elder	Rocky Boy's
AUGUST 4-6	Wadopana Celebration	Wolf Point	Fort Peck
AUGUST 11-13	Hays Powwow	Hays	Fort Belknap
AUGUST 17-20	Crow Fair	Crow Agency	Crow

Dreamcatchers

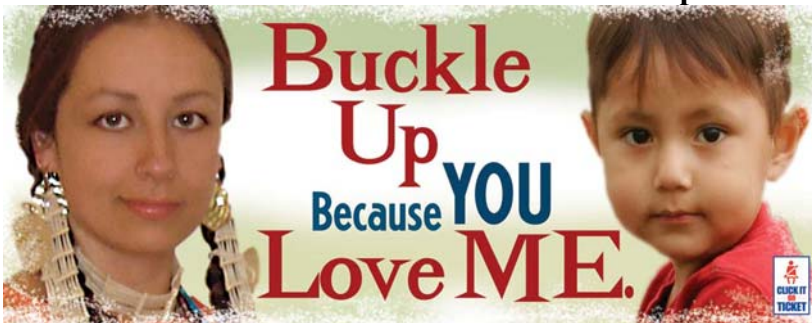
1600 authentic dreamcatchers made by a Native American-owned company were distributed to the interns, along with imprinted ribbons to be attached to the dreamcatchers. The dreamcatchers are distributed at powwows.



Billboard artwork. (See also CD contents. Newspaper art and poster art are provided.)



Billboard artwork. This theme was also used in a poster.



Earned Media

News releases for Native American: March- June 2006. We have experienced total cooperation from local newspapers and radio on these reservations, though it is difficult to document all items in this brief report. In the spring of 2006, an additional weekly newspaper was initiated on the Fort Peck Reservation, for a total of three newspapers targeted for that reservation. (Note: Most area newspapers are weekly or monthly.)

TITLE OF RELEASE	RELEASE DATE	FORT PECK RES. AREA MEDIA	FORT BELKNAP AREA	BLACK FEET RESERVATION	ROCKY BOY'S RESERVATION
MDT Traffic Safety Job Opening	March 13			X	X
MDT Traffic Safety Grant Awarded	March 27	X			
Night Patrol	March 29	X			

Cheryl Little Dog to Coordinate Traffic Safety	April 7			X	
Dance Sponsorship	April 24	X			
Safety during Memorial Day weekend	April 24		X		
Buckle Up during powwow season	May 1		X		
Graduation Powwow results	May 8	X			
Powwow sponsorship	May 9			X	
Chassidy Parisian Hired for Traffic Safety	May 11				X
Law Enforcement Mobilization	May 15	X		X	X
Safety Seat Clinic					X
S.O.A.R.: Native American Traffic Safety Program Unveiled	May 26	X	X	X	X
Wild West Days sponsorship	June 5	X			
Checkpoints Held News Release	June 5	X			
Father's Day News Release	June 15	X	X	X	X
MDT Coupon News Release (law enforcement)	June 19	X			
Survey respondents at powwows will have chance at free iPod	various	X	X	X	X
North American Indian Days giveaway scheduled	June 30			X	
MDT Director Lynch at NAID giveaway	July 10			X	

Blackfeet Reservation

On April 4, 2006, Cheryl Little Dog was selected as the MDT traffic safety coordinator for the Blackfeet Reservation. Cheryl is not a student at the college, but the college has supplied her with an office. Cheryl lives 12 miles from Browning, and has the support of an extensive family in her project.

Intern: Cheryl Little Dog

- 33-year old East Glacier resident
- BA in elementary education
- Paraplegic since alcohol-related crash when she was 19

Cheryl's Activities:

- April appearance at MIP forum at the local high school
- May appearance at OP assessment in Helena
- Recording a radio PSA targeted at graduating seniors
- Recording a series of :30 radio PSAs for airing during the summer months
- Working with 360degree films of Babb to record a testimonial-style video in the process of editing. A :30 and :60 TV PSA will result.
- Letter to the Editor against alcohol published in the Glacier-Reporter
- Presence at North American Indian Days powwow
- Introduction of the Safe On All Roads traffic safety program to the community

MDT NA OP 11494: Blackfeet Graduation Radio
SCRIPT

:30 radio: Cheryl PSA II

My name is Cheryl Little Dog.

One party at graduation cost me the use of my legs.

I was a crash waiting to happen, but I didn't even buckle my seat belt.

If you could know what it is like to spend 15 years in a wheelchair, you'd understand that drinking isn't worth the risk.

Please, respect your family. Respect your future. Respect yourself.

Don't get in a vehicle with a driver who has been drinking. And always buckle your seat belt. It's your life. Be Safe On All Roads.

North American Indian Days

Cheryl obtained responses to surveys and handed out child safety seat literature, fact sheets and mini-fliers with our Respect your family, respect your life, Buckle Up slogan. She gave out dreamcatchers, bracelets, posters and pens. Many people came to her booth to tell her they had heard her radio spots and thought she was doing a good job at an important project.

We achieved exceptional success at the opening evening of North American Indian Days, the annual celebration on the Blackfeet Reservation. Cheryl developed a list of 49 families who has lost a loved one to a vehicle crash, and invited them to the powwow for a traditional giveaway. A giveaway is a spiritual balancing, and it was effective in making the point that we wish an end to the grief of these needless deaths, closure for the families, and a time of change and education where we all take responsibility to stop such tragedies. Jim Lynch, the director of the Montana Department of Transportation traveled to Browning to giveaway blankets to the families in attendance on the evening of July 6, the opening night of the powwow. The blankets were embroidered with the SOAR logo.





Jim Lynch's speech to the gathered spectators and families was broadcast live on the local cable channel. The president of Blackfeet Community College also spoke in support of the program and the importance of preserving the future of the Blackfeet Nation. While the comments of these gentlemen were planned in advance, we also had spontaneous support from the Master of Ceremonies, tribal councilman Earl Old Person, who commended Cheryl on her important effort to save lives, and invited the families to participate in an honor dance for Cheryl. Cheryl's uncle, Forest Little Dog, a tribal elder, provided a prayer for the families in the Blackfeet language.



Cheryl also arranged for a “float” in the popular NAID parade held on Saturday morning. In previous communication efforts, we’ve looked for help among health service, law enforcement, political figures and educators. Cheryl had a completely new idea, however, and enlisted the support of the owner of the local tow-truck and auto body company. As a person who sees the aftermath of the crash scenes, he was very generous in his support. Cheryl also manned a booth at the celebration for three days, with the assistance of the contracted media company and the project director.

Cheryl’s teenage son is a rodeo rider, and Cheryl brought her traffic safety messages to the high school rodeo events on the Reservation. The banner, “Be able to walk away,” was used on rodeo grounds.

Fort Belknap Reservation

Intern/Subcontractor: Lynette Stein-Chandler

- Director of Gros Ventre (White Clay) language studies at Fort Belknap College
- Master's Degree in Native American Studies, Montana State University-Bozeman
- 2nd year Doctoral Student in Educational Leadership from the University of Montana.
- Contributing to an international book on Indigenous Education models.



Activities in Brief

- Display and fact sheets distributed at events
- School presentations
- Message ideas for posters and distribution of posters
- Partnering with KGVA public radio on spots, announcements and programming
- Booth at events, including popular Traditional Games event in May
- Development of radio PSAs, including the recruitment of high school age talent and translation into White Clay language
- Recording of summer powwow radio PSAs
- Writing and illustration of an occupant protection brochure suitable for all Montana Northern Plains tribes. Artwork provided by Sean Chandler, an internationally known Indian artist. The brochure is intended to show a link between the cultural traditions of the Tribes and the safety needs of children and family members
- Distribution of Safe On All Roads program branding materials

Project Reporting Period:
April 2006-July 2006

Career Fair

April 27, 2006: Red Whip Complex of Fort Belknap. Community

The traffic safety communications contractor of the Fort Belknap Reservation has completed a display booth at of the Career Fair community event which included the development of display

materials, booth set up, and distribution of materials, all equipment was provided by consultant (TV, video booth, decorative material, arrangements with community participation in events, visitation with people if they had questions, and distribution of materials) on April 27, 2006. The contractor set up the booth next to the Montana Highway Patrol.

Traditional Games

On June 14, 2006, the contractor set up a booth at the Indigenous Traditional Games, site hosted by Fort Belknap Reservation in Mission Canyon. The contractor put up new signs sent by the contracted media company and distributed information. The contractor also went on KGVA live and talked about the Father's Day campaign as well as the booth.

Health Fair: Health and Safety

On May 5, 2006 the traffic safety communications contractor of the Fort Belknap Reservation set up materials for the Health and Safety fair at the Fort Belknap Community Indian Health Fair. The contractor distributed materials, pamphlets and facts about seat belt safety and alcohol related crashes and fatalities.

Media Relations

Interview with Sergeant Curtis Fox of Fort Belknap Police Department

April 25, 2006

A written article was submitted to the Blaine County Journal about seat belt safety and traffic safety for the up coming summer season. Sergeant Fox was contacted about the article.

April 27, 2006

A written article was submitted to the Fort Belknap News and the contractor worked with the senior editor, Jennifer Perez. Police Chief Moses Deion was contracted and dispatched several times but did not return calls as he was very busy during this time with prom.

Radio Announcements

Week of April 17-April 28

The contractor recorded a total of four scripts on KGVA which included two for seat belt use and two for impaired driving. The contractor contacted community members and recruited three high school students from Harlem High School to record the scripts with the contractor. The project was met with much success and positive feedback from the community was appreciated. The contractor also translated the scripts into the White Clay language and they were recorded and aired successfully. These pieces are currently still being aired.

Site Visits

A site visit to Hays Lodgepole took place on May 8, 2006. The traffic safety contractor for Fort Belknap Reservation developed presentations for Native American children and youth on the topics of seat belt use and alcohol resistance. Visitation to area schools: Hays High school/Junior High school and gave talks to two groups of various grades about safety and facts of no seat belt use and alcohol fatalities in Montana and on the Fort Belknap Reservation.

The contractor of Fort Belknap received materials and began work on the dream catchers to distribute. The contractor also made contact with the Milk River Indian Days committee to reserve a position for the Montana Department of Transportation on July 29-31, 2006. The contractor then distributed advertisement for a paid intern during sessions of the powwow.

Fort Peck Reservation

Fort Peck Community College has recruited an intern for assistance with summer activities. Meanwhile, Lonnie Weeks has continued to work directly with the contracted media company on traffic safety activities. Lonnie is also traveling to three other reservations to collect traffic safety survey responses and present our traffic safety materials during powwows.

- The contracted media company's Traffic Safety subcontractor, Lonnie Weeks
Age 42, member of Warrior Society and Assiniboine Medicine Lodge
FPCC Traffic Safety Intern in 2005
Law and Justice Student at FPCC

Activities March – May, 2006

- School presentations in conjunction with DARE program, March - May
- Developing and recording monthly radio announcements March - Sept
- Working with local law enforcement, March – Sept
- May appearance at OP assessment in Helena
- Assisting other interns, April - July
- Newspaper articles and radio interviews, March – present
- Powwow booths and sponsorships, May- Sept.
- Survey collection at eight powwows
- Development of impaired driving message for the Fort Peck Reservation
- Sponsorships of powwow events such as rez car contest, dances

Television PSAs

Missouri River Communications, a local broadcast channel, is currently running Occupant Protection PSAs provided by the contracted media company at the request of the Fort Peck Tribal Police Highway Safety officer, Edison Elliott Tapaha.

Coordination with the May Mobilization Click It Or Ticket Campaign

Lonnie serves as a liaison for the creation of publicity for the Law and Justice department on the Fort Peck Reservation.



Lonnie takes photos of law enforcement activities and other traffic safety related activities for publicity purposes.

One of Lonnie's ideas was to sponsor a dance at the Blue Stone Indian Club (graduation) powwow. This resulted in a successful exposure of our seat belt messages, so we have continued to try to find appropriate dance sponsorship opportunities. This activity includes pre-and post-event news stories, talking points for the Master of Ceremonies and placing of a seat belt banner as well as mentions at the close of the day.



The three top finishers in the men's free for all dance contest in Wolf Point are shown here.

The dance was dedicated to seat belt use. All styles of dancers were invited to participate. Our original plan was to limit the dance to men age 18-34, but older dancers wanted to participate, too, so the age range extended to mid-forties.

Rocky Boy's Reservation

Rocky Boy's Reservation

Stone Child College agreed to sponsor an intern, providing in kind administrative support, work station, etc. The primary contact at the college is the Dean of Academics, Nate St. Pierre. Applicants were interviewed during April, leading to the selection of Chassidy Parisian on April 24.

Chassidy Parisian

- Age 20
- Associate degree in business, '06
- Supported and supervised by Stone Child College

Activities in brief

- Fact sheet (included with materials on this CD)
- Collection of crash, fatality and citation information for Rocky Boy's
- Rodeos, tourneys, health fair, youth camps, powwow displays and public engagement
- Messages, testimonials for radio
- Coordinating with law enforcement, including Sgt. Allen Parisian and Officer Myron Oates, Jr.



- Seat belt/child safety seat clinic
- Newspaper articles and news releases
- Radio news releases
- Seat belt use observations per recommended NHTSA methodology
- Distribution of posters
- Construction of dream catchers and distribution
- Roadside signage project

Activities to date

Project 1: Car Seat Clinic Traffic Safety Booth-



The Rocky Boy Police Department and the Highway Safety Program held a car seat clinic at the new Stone Child College on May 20th of 2006. They provided car seats to the people of Rocky Boy Reservation. Certified Child Passenger Safety Technicians from Havre were there to assist people on how to use the car seats and place them in the vehicle. Chassidy Parisian, the coordinator for the Rocky Boy Reservation Safe On All Roads Traffic Safety Program, helped publicize the event. At the clinic, she passed out a fact sheet about traffic safety and dream catchers with the Buckle Up Because You

Love Me phrase attached to them. Chassidy also talked to each person about how a seat belt can save lives.

Project 2: Health Fair Traffic Safety Booth- On June 13, 2006, the Rocky Boy Health Board hosted a health fair for the people of the Rocky Boy Reservation. The Safe On All Roads Traffic Safety Program setup a traffic safety booth at the health fair. Chassidy Parisian provided people with information on traffic fatalities that happened on the Montana roads due to car crashes. She passed out a fact sheet about traffic fatalities on the Montana roads and dream catchers with the Buckle Up Because You Love Me phrase attached. Chassidy also handed out a survey about traffic safety and informed people on how seat belts can save lives. Other information about traffic safety and drunk driving was on display at the booth.



Fact Sheet of Traffic Safety that was developed by the contracted media company and passed out at the car seat clinic:

Did you know...

Teens have the highest fatality rate in motor vehicle crashes than any other age group.

When driver fatality rates are calculated on the basis of estimated annual travel, teen drivers (16 to 19 years old) have a fatality rate that is about four times higher than the fatality rate among drivers 25-69 years old.

The leading cause of death for 15 to 20 years olds is motor vehicle crashes.

In 2001, 5,341 teens were killed in motor vehicle crashes and two-thirds of those killed were not buckled up.

Many high school students fail to use their seat belts even when riding with adults who are not buckled up.

Male high school students report that they are more likely to rarely or never use seat belts compared to female high school students.

If you get a ticket for not wearing a seat belt, it will cost you big bucks.

Law enforcement officers know that teens are at a higher risk in car crashes therefore, they are always on special alert for anyone not wearing their seat belt or speeding.

When you don't wear your seat belt, you increase your chances of being ejected from the vehicle. Unbelted occupants are four times more likely to die if they are thrown from the car than if they remained inside.

Complaints we've all heard:

"Seat Belts are uncomfortable" - Complaint 1

Today's seat belts are adjustable. Read your car documentation to make sure you're wearing them properly. The shoulder belt should never be worn under the arm or behind the head. That position almost guarantees injury in an accident. Seat belts are positioned to give you a range of useful movement and then to hold you in place should you exceed that range. However, a person still has freedom of choice: Wear a seat belt or become 1 of the 73% who is ejected. Comfort vs. Risk.

"I'm a careful driver and have never been in an accident." – Complaint 2

Eight out of ten drivers will be in a car accident within the next 10 years.

'I don't drive far.' – Complaint 3

80% of traffic fatalities occur within 25 miles of home and less than 40mph

While we talk about it, 1000's of people die each year because they don't wear a seat belt. A seat belt provides tremendous protection.

Article that was printed in the Rocky Boy newspaper:

Proper use of safety seats and seat belts urged for Rocky Boy residents

On May 20, 2006, the Rocky Boy Police Department and the Highway Safety Program organized a child car seat clinic at the new Stone Child College. The clinic provided 15 car seats and 15 booster seats to infants and children of the Rocky Boy Reservation. Certified Child Passenger Safety Technicians from Havre were there to assist people on how to use the car seats and place them in the vehicle. Proper use of the car seats is life-saving for children, as many as 98 percent of all car seats are not installed properly.

Chassidy Parisian, employed by the Montana Department of Transportation and Stone Child College to promote traffic safety on Rocky Boy Reservation, also provided education materials on seat belt use at the safety seat clinic.

Seat belt use on the Rocky Boy reservation is an important issue that needs to get across to the people of the reservation. The Montana Department of Transportation records show that 210 American Indians died on Montana roads in the last five years. Even though the Indian population in the state is about 6.2 percent, they represent 17 percent of all traffic fatalities. One in five highway deaths in 2004 was a Native American fatality. A major reason for the high number of traffic deaths on Montana reservations is the failure to wear seat belts. Unintentional injury, primarily from traffic crashes is the greatest killer of persons age 3 to 44.

The Rocky Boy Police Department has set a goal to increase seat belt use through increased enforcement and public education. Their efforts so far have increased the use of seat belts on the Reservation by an estimated 10 percent.

Seat belts can reduce the high number of traffic fatalities on Montana reservations. We need to be safe on all roads. Buckle Up!!!

Project 3: McDonald's Coupons- Chassidy Parisian distributed the McDonald's coupons among the Rocky Boy police officers. The Rocky Boy Police department had a check point on June 4, 2006 for the Click it or Ticket it campaign. They gave the coupons to every person who was wearing a seat belt.

Project 4: Fathers Day Campaign- A news release for Father's Day Campaign was posted in the Havre Daily news (June 14, 2006) and Rocky Boy's June newspaper issue.



Traffic Safety Campaign Focus is Family

Hi-Line Reservations—A new campaign developed by the Montana Department of Transportation Native American Traffic Safety Program will be seen in Montana's Northern Reservation communities this month.

Family members are asked to encourage their loved ones to buckle up, a new concept in the effort to convince people to wear their seat belts. The campaign's advertising and education materials emphasize that seat belts need to be used on all roads, including rural roads on the Reservation.

"If someone won't buckle up for their own safety, maybe they will buckle up because their lives and their health are important to their family," said Chassidy Parisian, the project coordinator for the Rocky Boy Reservation Safe On All Roads Traffic Safety Program. "We hope that grandmothers, mothers, sisters and aunts will convince their loved ones to wear seat belts every time they get in a vehicle. And what father would refuse if his children asked him to buckle up?"

The primary target for the campaign is young men, because they not only have the highest rate of death and injury, they are also the least likely to be buckled up. Many of the roadway fatalities on reservations in Montana occur when an occupant is ejected from the vehicle. Proper use of safety belts would have prevented those deaths.

The Montana Department of Transportation estimates that seat belt use on Reservations in Montana is ten to twenty percent or less, compared to an 80 percent use rate in the state as a whole. A study by the National Highway Traffic Safety Administration and the Indian Highway Safety Program of the Bureau of Indian Affairs concluded in 2005 that the Northern Plains reservations had the lowest seat belt use rate of all Indian reservations in the nation. The Northern Plains reservations also have the highest rate of injuries from motor vehicle crashes.

Project 5: Gathered information and created more ideas to promote traffic safety- Chassidy Parisian went around Rocky Boy and collected information dealing with traffic on the Rocky Boy roads. She also came up with ideas to promote traffic safety among the people of the Rocky Boy reservation.

Information Chassidy collected and created:

1. Traffic codes of the Rocky Boy reservation.
2. Statistics on the Rocky Boy roads.
3. Ideas for slogans on seat belt use.
4. Ideas for slogans on drinking and driving.
5. Other ideas to promote traffic safety on the Rocky Boy reservation.

Activities in Progress

Project 1: Traffic Signs- This project is developing traffic signs that displays a traffic safety phrase. These signs will be placed on the Rocky Boy reservation. The signs will read "Respect your elders, Respect your culture, Respect yourself...Buckle Up."

Picture of how the phrase will be placed on the signs



Project 2: Rocky Boy Pow wow Traffic Safety Booth- During the Rocky Boy Pow wow of 2006, Chassidy Parisian will be displaying a traffic safety booth. The booth will be setup as an arts and craft table to work with the children of the pow wow. The children will have the opportunity to make items that promote seat belt use to give to their family and friends. There will also be information about traffic safety and items that promote seat belt use available to the public. A traffic safety survey will be given out to the people of the Rocky Boy Pow wow.

The Safe On All Roads Traffic Safety Program will be sponsoring a dance and a giveaway at the Rocky Boy Pow wow.

Project 3: Observations and surveys- The survey is about traffic safety and will be passed out to people at every event until the end of August. Chassidy Parisian will be taking observations on the Rocky Boy roads to obtain data on the level of seat belt use.

Paid Media Activity Report follows.

Montana Department of Transportation
Paid Media – Occupant Protection Activity Report for Native American
Prepared July 17, 2006

The Native American Paid Media campaign dates are March 27 – May 28, 2006 and June 12 – September 3, 2006, for the Fort Peck OP campaign, May 26 – May 29, 2006 for the Blackfeet graduation campaign and June 12 – June 21 for the Father’s Day campaign. The primary demographics are Men 18 to 34 years of age, with a secondary demographic of teens. The media utilized for this campaign were radio, outdoor boards and newspaper. The contracted media company negotiated a no-charge bonus radio commercial for every paid commercial scheduled, as appropriate for a non-profit entity.

RADIO

Lonnie Weeks produced the radio spots for the Fort Peck OP campaign and were used in the Wolf Point market. The contracted media company negotiated a paid schedule with a matching no charge schedule that aired on two radio station in the Fort Peck Reservation area.

The spots were placed on KVCK-AM and KVCK-FM. These spots aired March 27 – May 28, 2006 and are currently airing June 12 – September 3, 2006.

For the Blackfeet Radio the Cheryl Little Dog spots were produced for the Shelby market. The contracted media company negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area.

The spots were placed on KZIN-FM. These spots aired May 26 – 29, 2006.



For the Father’s Day Campaign the Blackfeet radio spot from 2005 was aired in the Havre, Malta, Shelby and Wolf Point markets. The contracted media company negotiated a paid schedule with a matching no charge schedule that aired on seven radio stations reaching the reservation communities.

The spots were placed on KPQX-FM, KRYK-FM, KMMR-FM, KZIN-FM, KSEN-AM, KVCK-AM and KVCK-FM and aired June 12 – June 21.

BILLBOARD

The contracted media company negotiated for a paid schedule. We posted a total of two paid boards in Harlem for five months and at Tule Creek on the Fort Peck Reservation for six months. The boards cover the Fort Belnap and Fort Peck Reservations with excellent exposure to travelers on Highway 2. The artwork was posted in early June to coincide with our Father’s Day campaign. Fort Belnap and Fort Peck boards

The contracted media company negotiated for a paid schedule. We posted a total of 2 paid boards in the Harlem area. These boards cover the Fort Belnap Reservation. The boards posted in May and are still up.

NEWSPAPER

For the Father's Day newspaper the contracted media company placed a 5 column x 7" B&W newspaper ad (Buckle Up Because You Love Me) in the Fort Belknap News, Fort Peck Journal, Blaine County Journal News, Browning Glacier Reporter, Rocky Boy Tribal News and the Wotanim Wowapi. These covered both the Fort Peck and Fort Belknap Reservations.

Fort Belknap News	July 1, 2006
Fort Peck Journal	June 15 & June 22, 2006
Blaine County Journal News	June 14 & June 21, 2006
Browning Glacier Reporter	June 15 & June 22, 2006
Rocky Boy Tribal News	July 1, 2006
Wotanim Wowapi	June 15 & June 22, 2006